

# California Rice Commission

## Notice of Meeting & Agenda

International Marketing & Promotion Committee  
9:30 a.m., Monday, October 26, 2009  
Yuba-Sutter Farm Bureau  
475 N. Palora Ave., Yuba City, CA

&  
To participate in the conference call,  
please contact the CRC at 916-387-2264  
to obtain the conference call information

For access to a telephone, visit the  
California Rice Commission Office:  
8801 Folsom Blvd., Ste. 172  
Sacramento, CA 95826  
or  
Marketing Branch Office:  
560 J Street, Suite 170  
Sacramento, CA 95814

### Agenda Item

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- I. Administration
  - A. Roll Call, p. 1
  - B. Call to Order
- II. Approval of Minutes, p. 2
- III. 2009/10 Program of Work Updates
  - A. # C-4 – Market Access - Pursue and maintain involvement in trade policy to expand and open markets (\$17,000), p. 6
    - i. WTO Update
    - ii. Asia/Middle East, p. 8
      - a. Japan/Taiwan Update
  - B. # C-5 - International Promotion – Position California-origin rice as a premium product in key and emerging markets (\$95,000), p. 10
    - i. Update
      - a. Turkey and Japan FY 09/10 Promotion Proposals, p. 13
      - b. DNA Testing of CA Origin Mark Brands from Turkey, p. 24
      - c. Tours Update, p. 28
      - d. Trademark Update/Status, p. 35
- IV. 2009 Crop Testing Protocol
  - A. Review and Approve Final Plan, p. 45

- V. Arsenic Testing
  - A. Update
- VI. International Trade Policy
  - A. Review, p. 47
- VII. Personnel - Closed Session (California Government Code 11126(a))
  - A. The Committee may go into closed session to discuss and make recommendations to Committee regarding appointment, employment or dismissal of an employee.
  - B. Return to open session and announce action taken in closed session, if any.
- VIII. Closed session regarding pending litigation pursuant to Government Code Section 11126(e)
  - A. The Committee may go into closed session to discuss pending litigation.
  - B. Return to open session and announce action taken in closed session, if any.
- IX. Issues and Scheduling for Next Meeting
  - A. Scheduling of Future Meetings
- X. Adjourn

*All items are subject to discussion and action. All meetings of the California Rice Commission are open to the public and subject to the Bagley-Keene Open Meeting Act. All interested parties are invited and encouraged to attend the meeting.*

*Persons with disabilities needing special accommodation should contact Jessica Welch, Executive Assistant, California Rice Commission at (916) 387-2264 at least five days prior to the meeting.*

*This Meeting Notice and Agenda are available on the California Department of Food and Agriculture's Website at <http://it.cdfa.ca.gov/igov/postings/detail.aspx?type=Notices>. For further information regarding the Agenda for this meeting, please contact Tim Johnson, President & CEO, California Rice Commission at (916) 387-2264.*